

Rep Order# 8876422 Ver# 1 Status New
EC'd Yes

Traffic Order# 37464

Printed: 10/01/2012 1:37 PM
Last Received: 10/01/2012 12:17 PM
Showing Buylines: All Lines

1 of 2

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	700A-900A		2:30	\$200.00	10/02-10/08	5	1	5	\$1,000.00	
				Buyline Comment: EARLY SHOW								
	2	TU-F,M	1200P-1230P		2:30	\$325.00	10/02-10/08	4	1	4	\$1,300.00	
				Buyline Comment: NEWS								
	3	TU-F,M	300P-400P		2:30	\$425.00	10/02-10/08	9	1	9	\$3,825.00	
				Buyline Comment: ELLENE								
	4	TU-F,M	900A-1000A		1:30	\$1,050.00	10/02-10/08	5	1	5	\$5,250.00	
				Buyline Comment: KELLY								
	5	SU	900P-1000P		1:30	\$5,600.00	10/07-10/07	1	1	1	\$5,600.00	
				Buyline Comment: GOOD WIFE								
	6	TU-F,M	1237A-137A		2:30	\$125.00	10/02-10/08	5	1	5	\$625.00	
				Buyline Comment: C FERGUSON								
	8	SU	630A-800A		2:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
				Buyline Comment: SUN MORN								

Rep Order# 8876422 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/01/2012 1:37 PM
Last Received: 10/01/2012 12:17 PM
Showing Buylines: All Lines

2 of 2

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103
Agency C/P1/P2/E
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

—REPORT TOTALS—

Report Totals: 30 / \$17,950.00

—SALES MONTHLY TOTALS—

Oct 12: 30 / \$17,950.00

Sales Totals: 30 / \$17,950.00

Station Totals: 30 / \$17,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$59,833	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+